

**E&O 1/11/2022**

**Meeting attendees:**

Vikki Barthels, Ben Floyd, Karl Rains, Tom Agnew, BiJay Adams, Toni Taylor,  
Gary Jones, Chelsea Updegrove, Scott Braithwaite, Riaz Zaman

☐ Digital media Campaign:

- Start with current ads/videos in February
  - How long will these current ads run for?
    - Vikki to check with Andy and also send out link for the ads to workgroup members can see them.
  - When do we need to decide on start topics/content for new ads/videos/content?
- What additional ads/videos do we want to have created
  - Link to the SRF pages where people can see all the existing videos?
  - When we requested TF budget, the largest cost was for developing new videos. How many videos did we budget for? Budget was \$15K. Vikki to follow up with Andy on this.
  - Karl asked questions about the past media campaign and behind the scene metrics to determine most effective media (SRF received other funding to help with this) – follow up with Andy on this to address at next meeting
  - Karl – building materials that contain PCBs – Karl to reach out to those in ECY working on this topic and see if they have some suggestions.
  - Ben and BiJay – suggested stormwater videos – CSOs and in ID some drains go directly to lake or river or discharge/treatment facility. Also share

- Vikki – apartment facilities and parking lots – helping people know about
- Stormwater focus this spring along with spring cleaning video?
- Toni Taylor – great videos already done on stormwater at SRF? Could we use a video that is already done but with different audio and emphasizing PCBs?
- General video showing other river uses – kids playing in the river, people fishing, etc., along with scenic views
- Tom Agnew – It aquifer publication question? Encourage that the TF consider working in tandem as a co-sponsor with those updating the atlas. Reference the atlas in some of our communications? Tom also suggested re-editing audio and video is relatively inexpensive and should be considered. Printer ink cartridges – part of this story ties not only to Spokane but the TF, with attention to eliminating printer cartridges as a source. Help highlight our wins in some of these ads. All could be bundled up and packaged to use in organization-specific presentations that could feature the TF and its efforts in community orgs/as part of a speakers bureau? Water systems are interconnected and part of everyone's job to help take care of the waters we share
- Toni – TF is helping fund a graphic designer for Aquifer Atlas updates, and some minor edits will also be made to help highlight PCBs and other toxics -while keeping it still targeted on the broader audience. TF mentioned in credits and funding of the atlas updates.

- TF mission and information on all the good work being done by TF
- Different products to discuss?
- We mentioned possibly looking into a Stormwater component for a video/ad?
- Any other ideas that we would like to look into?
- Do we want to look into doing anymore of the pre-roll ads for different products?

□ EJ Update:

- Not a lot to update; Chelsea is leaving TLC and TLC is hiring a Climate Outreach coordinator that will be taking her place. The group thanked her for her contributions and support to the TF outreach efforts, and wished her the best in the her future opportunities.

- General – Vikki to send out notice requesting help with taking notes at future meetings. Will also send other background info to Scott and Riaz on the E&O work group.